

**ABSTRACT**

The invention is directed to a system for generating a lead by determining an estimated value for a vehicle. The system may receive vehicle identifying information; receive seller identifying information; receive information for a sample of vehicles of the same make and model as the vehicle; determine a value for vehicle using the vehicle identifying information and the historical information, wholesale sales through auctions and at dealerships; (and also vehicle condition information if provided), and determine an estimated value, estimated value range, or offer price for the vehicle using predetermined buyer criteria and the determined value. This offer may then be transmitted to the seller in the form of a price certificate, appraisal report, etc., and the seller identifying information may be transmittal to the buyer as a sales lead.